



Go Happy GO HOJO[®]

2015 **MARKETING INITIATIVES**
U.S. AND CANADA MARKETING PLAN



Consumer Media

WYNDHAM HOTEL GROUP UMBRELLA CAMPAIGN

The Wyndham Hotel Group umbrella marketing campaign is designed to leverage the size and power of Wyndham Hotel Group and Wyndham Rewards® to help drive awareness and direct bookings to properties of all our brands. Due to great success in 2014, the campaign re-launched in May 2015 with a new creative campaign. Media placements will include:

- **National TV:** Entertainment, Lifestyle, Sports and News Channels (May - Sept)
- **National Radio:** (July - Aug)
- **Digital TV:** Digital Video (May - Sept)
- **Online ads:** Display (May - Sept)

RADIO

- United States - HOJO makes Mondays happy with live weather and traffic sponsorships on more than 1500 stations. Read by well-known radio personalities, these commercials get the attention of drivers nationwide during the all-important morning drive time.
- Canada - HOJO advertising will be heard across Canada covering all major and significant regional markets. Broadcasters include Rogers Media, Corus Entertainment, Bell Media, Pattison, Golden West, NewCap and more. Commercials will run seven days a week from morning through evening drive time.

PRINT

Reaching future guests through advertising in some of Canada's top publications including Canadian Living, Best Health and Walmart's Live Better.

ONLINE

Branded paid search on desktop, mobile and tablet platforms with ad buys through Google, Bing and Yahoo. All HOJO properties throughout the US and Canada will receive advertising on Yelp, TripAdvisor, and display banners appearing on popular websites such as CBS, TMZ, Facebook, and USA Today. Continuing for 2015 is the TripAdvisor Business Listing program for all US and Canadian properties.

SOCIAL MEDIA

Find HOJO happy thoughts and more at facebook.com/HOJO. Special Throwback Thursday posts feature iconic HOJO images from our past. Be on the lookout for a summer launch of HOJO's Instagram account!

EMAIL

Bringing happiness to your inbox! HOJO communicates on a regular basis with an email audience of loyal fans.



Sponsorships

ASSOCIATION OF CHILDREN'S MUSEUMS

Through a partnership with the Association of Children's Museums, HOJO is able to bring our guests an added value promotion unique to our industry. With the Museum Road Trip package, guests can receive two tickets to a participating children's museum with a consecutive two night stay at HOJO. Guests can redeem the tickets all summer long at more than 100 museums in the US & Canada.



ASSOCIATION OF
**CHILDREN'S
MUSEUMS**

Brand Promotions

ORANGE WEDNESDAY

HOJO's version of Black Friday! For the fourth year running, HOJO will be offering a limited number of guests the opportunity to take advantage of our black Friday inspired discount. The excitement begins the Wednesday after Thanksgiving!

HAPPY MONDAY

HOJO is at it again! Rewarding people for loving Mondays! Guests who book on select Mondays for a weekday stay (using promo code SBN) are treated to extra special deals and discounts. Promotions include 35% off, gas cards, retail cards and more!

HOJO 28 ROAD TRIP WONDERS

Every HOJO comes with a road trip! HOJO's "Summer of the Road Trip" will provide every property a custom list of "28 Road Trip Wonders" that you can distribute to your guests as local area guides. These guides will highlight "off the beaten path" suggestion for places to eat, explore, and enjoy! Road trip ideas will also be emailed to guests who book on HOJO.com prior to their arrival!

Get Involved

To get involved and receive additional marketing exposure for your property, please email HOJO@wyn.com.

Go Happy
GO HOJO®

Brand Spotlight - New Creative

NEW HOJO CREATIVE CAMPAIGN - Debuting Summer 2015!



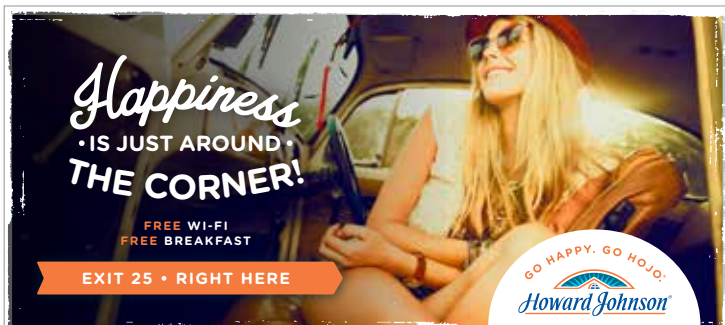
Do Not Disturb



Keycard &
Keycard Holder



Website



Billboards



Rack Cards

Marketing Plan

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
UMBRELLA CAMPAIGN												
National TV: Entertainment, Sports, News	○	○	○	○	●	●	●	●	●	○	○	○
Digital TV: Digital Video	○	○	○	○	●	●	●	●	●	○	○	○
National Radio	○	○	○	○	●	●	●	●	●	○	○	○
Online Ads: Display	○	○	○	○	●	●	●	●	●	○	○	○
RADIO												
Weather & Traffic Live Reads (US)	○	○	○	○	○	●	○	○	●	●	○	○
Canadian National Radio	○	○	○	○	○	●	●	○	○	○	○	○
PRINT												
Canadian Print Campaign	○	○	○	○	○	●	●	●	●	○	○	○
ONLINE												
Paid Search (Google, Bing)	●	●	●	●	●	●	●	●	●	●	●	●
Local Search	●	●	●	●	●	●	●	●	●	●	●	●
SEO	●	●	●	●	●	●	●	●	●	●	●	●
Display	●	●	●	●	●	●	●	●	●	●	●	●
TripAdvisor	●	●	●	●	●	●	●	●	●	●	●	●
Yelp	●	●	●	●	●	●	●	●	●	●	●	●
SOCIAL MEDIA												
Facebook	●	●	●	●	●	●	●	●	●	●	●	●
Instagram	○	○	○	○	○	●	●	●	●	●	●	●
EMAIL												
Brand Offers & Promotions	●	●	●	●	●	●	●	●	●	●	●	●
SPONSORSHIPS												
Association of Children's Museums	○	○	○	○	●	●	○	○	○	○	○	○
BRAND PROMOTIONS												
Orange Wednesday	○	○	○	○	○	○	○	○	○	○	●	●
Happy Monday	○	○	○	○	○	●	●	●	●	●	●	●
28 Road Trip Wonders	○	○	○	○	○	●	●	●	●	●	●	●



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